

**FREELANCE CREATIVE****1/2008—Present** Washington DC

Currently serving the creative needs of businesses in the Washington DC area. This includes work as Creative Director on a comprehensive project with Discovery Channel in Silver Spring, as well as work as Senior Art Director in Bethesda with Marriott International on a variety of property projects across the country.

Responsible for conceiving and executing creative that is in keeping with clients' brand voice throughout all marketing applications. Processing and implementing client creative requests, approvals. Overseeing all photoshoots. Fully responsible for budget, strong concepts, prepping for client presentations, securing artwork, and working with print production to facilitate the final product.

**DISCOVERY CHANNEL****8/2005—12/2007** Silver Spring, MD

MANAGING ART DIRECTOR

Oversaw creative vision for major marketing initiatives for Discovery Commerce throughout their most challenging and profitable year ever. Reported to the Creative Director and President. Proactively anticipated and delivered on creative needs. Researched and incorporated relevant market trends. Collaborated across all Discovery brands and delivered our creative presentations to clients.

- Created highly successful marketing campaign targeted to our brand-loyal Discovery Channel store customers during closing of brick-and-mortar stores, redirecting their purchasing habits to our online store: [discoverystore.com](http://discoverystore.com). This marketing surge facilitated a smooth transition for consumers.
- Provided collaborative bi-coastal art direction on 2007 holiday catalog and subsequent marketing materials. This vehicle generated online sales far surpassing all projections for Q4 despite an anticipated weak economy, providing one of the best fiscal quarters ever for Discovery.
- Oversaw, conceived, and designed the layout for the new, 'green,' Discovery Channel Store in the Discovery Headquarters building at the request of the CEO of Discovery and division President. Was resourceful and within budget. Designed a store that highlighted Discovery top shows/DVDs, in keeping with Discovery's new corporate push. Developed all marketing materials, increasing store sales.

**WALT DISNEY WORLD MARKETING****10/2000—8/2005** Orlando, FL

ART DIRECTOR / CREATIVE SPARK

Developed, presented and executed concepts for creative including logos, outdoor boards, TV campaigns, print ads/campaigns (Child, Oprah, etc). Served as Art Director, with normal AD responsibilities and Creative Spark with the responsibility of keeping our creatives inspired.

- Successfully overhauled Disney's multi-media holiday campaign in the first holiday season after events of September 2001. That year needed a different and more personal message, so we focused on the moments together during a Disney holiday. This campaign was well-received and attendance at the parks surpassed estimated visits for that year. Multi-award winning campaign and logo.

- Creative Spark responsibilities included providing creative jolts for the agency by way of inhouse material, coordinating award show entries and celebrations, arranging creative endeavors to keep agency fresh including visits from the Creative Director of Martha Stewart Living, and typographers of Rolling Stone.
- Complete creative redesign of all five Disney guidemaps. Coordinating agreement among GMs of Magic Kingdom, Epcot, Studios, Animal Kingdom, and Downtown Disney with persuasive presentation and compelling creative solution. Guests were better able to access attractions, shops, etc.
- Developed and produced highly successful presentations for the first three National campaigns our *inhouse agency* had to pitch against *outside* shops such as Chiat/Day & Leo Burnett. Disney's EVP of Global Marketing declared we had the strongest creative and far and away the best presentations. Showcasing our brand knowledge, innovative thinking, solid team foundation, and our honest enthusiasm of the concepts earned us the projects.

#### NOBLE & ASSOCIATES

10/1995—6/1999 Chicago, IL

ART DIRECTOR

Concept, present and execute creative for clients including Pillsbury, Gerber, and HäagenDazs. This included direct mail campaigns, magazine inserts, package design, storyboards, brochures and logos. Oversaw photoshoots and upheld brands' standard in each. Assisted in production of major themed parties to create buzz during annual national food shows as well as team-building parties throughout Chicago. Ambitious, quick study on necessary software, proactive on both inhouse and client needs.

#### EDUCATION

2000 Institute for American Universities FRANCE, Post-Graduate Studies—FRENCH

2000 IAU-Marchutz FRANCE, Post-Graduate Studies—ART

1992 School of the Art Institute of Chicago CHICAGO—BFA

1990 Young Harris College GEORGIA—AFA

#### FREELANCE

CHICAGO The Field Museum of Natural History, The Chicago Entertainment Quarterly Magazine, First UMC of Chicago, Hamilton Communications, Save-A-Pet, Emerald City Theatre Company

D.C. Opportunity Knocks, Woodside UMC, Discovery Communications

L.A. The Tom Show (TV Show)

ATLANTA Flagler, YMCA-SCUBA

DETROIT Twingo's Restaurant

#### SKILLS\*

InDesign, Illustrator, Photoshop, Art Director, Creative Director, Creative Spark, photographer, copywriter, problem-solver, idea generator, presenter, award winner, mediator, product wrangler, public speaker, mind reader, world traveler, team leader, team player, creative for online, project planner, new business pitch-er, inspire-er, new business attain-er, organizer, client liaison, gift creator and giver, typographer and eternal optimist

\* and really quick study on anything not listed above